

CAPABILITIES SUMMARY

Strategic content professional who aligns business goals with scalable production while strictly maintaining brand voice, accuracy, and consistency. Brings deep experience at Fortune 500 and mission-driven organizations like Mattel, Western Digital, and Lakeshore Learning, specializing in end-to-end content operations.

CORE EXPERTISE

- **Content Development & Strategy:** Comprehensive content strategies, editorial execution, and creative oversight.
- **Workflow Design:** Processes to keep content moving without sacrificing quality at any scale.
- **Editorial Quality:** Human-led reviews that catch what automation misses before anything goes out the door.
- **Content Governance:** Quality, consistency, and compliance standards to protect brand equity across every touchpoint.

CAREER HIGHLIGHTS

- **14% YOY Sales Growth:** Mattel's *Masters of the Universe* Content strategy and creative for DTC product subscription.
- **63% YouTube Subscription Increase:** Western Digital Channel overhaul delivering subscriber and engagement growth.
- **\$20M Website Redesign:** Cedars-Sinai Audits, content strategy, copy & UX writing oversight for 16,000-page website.
- **10% Capacity Recovery:** Lakeshore Learning Assessed and evolved copyediting/proofing process for better efficiency.

EXPERIENCE

Golden Summit Media | Content Director 2006–Present | Long Beach, CA
Enterprise content strategy and editorial development for a range of clients. Includes nine years as contract content and social media manager at Mattel (2006–2015).

- Client work includes Mattel IP and licensed entertainment (Barbie, Hot Wheels, Monster High, Disney, DC Universe, etc.), Westfield Malls, Cesar Millan – The Dog Whisperer, 4-H, SADA, Guidance Commerce, and more.
- Deliver content strategies that ensure content consistency and business needs alignment; campaigns & launches, brand voice, messaging frameworks, content & gap audits, research, calendars, SEO, reporting & optimization.
- Execute multi-channel creative production for content across e-commerce, social media, YouTube, retail, paid ads, print & digital catalogs, blogs, content marketing programs, SEO, conventions, and conferences.

Lakeshore Learning | Editorial Director 2020–2025 | Carson, CA
Led content and editorial development for a national leader in educational learning materials and furniture.

- Directed a team of 15+ writers, editors, and strategists developing voice, messaging, and content for internal communications and all external customer touchpoints, such as e-comm, UX, email, social media, and retail.
- Created messaging frameworks and content strategy for a new B2B health care segment including website, email, experiential, video, and case study content.

Western Digital | Sr. Manager, Product Communications / Content Marketing 2015–2017 | 2019–2020 | Irvine, CA
Two tenures managing content for Western Digital in Marketing and Product Communications/Public Relations.

- Built content strategy, engagement, and reporting disciplines across consumer/retail, data center, gaming, and media & entertainment verticals in a multi-brand global environment for a Fortune 200 technology company.
- Collaborated with leadership to create first-ever brand messaging frameworks, including voice & tone, pillars, and segment proof points. Adopted globally across marketing, product communications, and PR.

Perficient Digital | Sr. Agency Manager, Content Strategy 2017–2018 | Irvine, CA
Oversaw content strategy and editorial delivery for enterprise digital transformation projects.

- Created content strategies, built project roadmaps, managed team of five copy, script, and UX writers, and crafted governance frameworks for agency clients including Cedars-Sinai, Karastan, and Lids.

TOOLS & PLATFORMS

AI: ChatGPT, Claude, Gemini

Analytics: Google Analytics, Cision, Meltwater, Sprout Social, Brandwatch

Collaboration: Slack, SharePoint, Microsoft Teams

Content Performance: Hotjar, Crazy Egg

Creative: Adobe Creative Cloud, Figma, InDesign

Productivity: Microsoft Office Suite, Google Workspace

Project Management: Asana, Jira, Smartsheet, Workfront, Microsoft Project

Publishing: GatherContent

SEO: Google Search Console, Moz, Screaming Frog

Style Guides: AP, Chicago Manual of Style, Merriam-Webster

Video: YouTube Studio

CREDENTIALS

- **Google AI Professional Certification 2026**
- **Columbia Business School Digital Marketing Certificate 2020**